ABSTRACT OF THE DISCLOSURE

A retrieval keyword analyzing system extracts an access sequence indicating a continuous access by a same requester based on a Web access log which relates first identification data indicating an access requester to second identification data indicating contents to be accessed. The Web access log relates second identification data indicating a retrieval system to a retrieval keyword input to the retrieval system by the requester. The analyzing system extracts the retrieval keyword from the Web access log, calculates a qualitative evaluation value of the access sequence and creates relation data between the retrieval keyword and the qualitative evaluation value.